



Date: / /

Subject:

Veterinary marketing

☆ the veterinary marketplace :- «امكان»
marketing has been described as the task of examining the whole business enterprise from the Consumer's point of view. answer questions as:-

- what business am I in?!
- who are my clients?!
- where do they come from?!
- what do they want, or not want?!
- Can the business provide what is required and at what price?!

☆ know your market :- «امكان»

☆ write what you know about the market in your area:-

- who are your clients?!
- what sort of people are they?!
- what animals do they own?!
- what services do they require?!
- where do they come from?!
- How do they get to your practice?!
- How often do they come to you?!
- How much do they spend?!



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* market trends اتجاهات السوق

- life has changed as nothing stay static.
- changes in local environment must also be considered and steps taken to modify and extend the services offered as a result of those trends.

* Practice image مصداقية

- look at your own Organisation critically to eliminate anything that will damage the practice in the eye of your clients or other animal owners.
- Be sensitive to the special needs of children, the elderly, Disabled.

خاف بالذبح ربما الزبون يرجعش ثاني « مثلا غ اريكا بيقولوا انه 38% من الزبائن الجدد حش يرجعوا ثاني » على كذا كذا قدامك غصية واحدة بس انك تبي ذبح الزبون من اكل انزعاج من impression +

* Is the practice easy to find?

* Can the client park easily?!

* Is the Car Park clean and tidy?!

* Is there any unpleasant smell?!

* Does the Receptionist make eye contact

immediately even if she is busy?!

OK on way to go!

Be-In-Vet.

Date: / /

Subject: اقتصاد كتيه

التاريخ: / /

موضوع الدرس:

* A strategy of fees الجزء - المواقف

→ Concentrate on Value not price.

→ never never never apology for your fee.

→ teach staff that approach always should be

"we can provide service for little as..."

→ A practice's professional staff is sensitive about fees.

* the marketing matrix ::

إذا كان الزبون "إذا تقدم الخدمة للزبون"

اقتصاد

S4 و S5

حاول بقية كتيه على قدر حقد.

* merchandising ::

لو اقتصاد

تجارة في الطب البيطري
يعني اقتصاد

→ most veterinary practices dispense a Range of medicines and other products to help them treating animals

→ Sell Range of products to clients because of need to provide services.

→ they want to encourage animal owners to visit them.

→ work on basis w Regular clients.

→ clients who are satisfied by service they receive frequently will be amongst the 20% who generate 80% of practice Revenue.



Q: On W-2 in S for

#Dr-mody

#Be-In-Vet.